



NORFOLK

Memorandum

TO: City Council

FROM: Lori Crouch, PR Manager *LC*

COPIES TO: City Clerk, City Attorney

SUBJECT: Council Interests

DATE: May 25, 2012

You will find today's memo provides information on several topics you expressed interest in at the May 22, 2012 Informal Session.

Designated Arts District: The administration supports the creation of an Arts District. Establishing the Consortium in FY2012 provides a foundation for this to occur. Currently, staff is collecting research from other cities with designated arts districts. I attached to this memo previous correspondence referenced in the meeting.

City-funded positions in Constitutional Offices: You requested an accounting of all city-funded positions in Constitutional offices. Staff is conducting a review and will provide an update once complete.

Additional Work for NHRA: It was agreed upon during a recent joint meeting with city staff and NRHA to better coordinate and eliminate redundancies. If the city provides work to NRHA, it involves projects which are acquisition, relocation, and/or disposition related. NRHA staff provides these services in-house. Due to staff constraints, NRHA does not request involvement in projects which require design or construction. For projects related to homeowner rehabilitation or site improvement projects NRHA procures contractors via a Request for Proposal (RFP). If NRHA disposes of sites to builders for further development; these contractors are a part of the Builders Guild and also secured via RFP.

Regional Education Destination: Staff supports a regional education effort as part of Lifelong Learning and Economic Vitality and Workforce Development priorities Council set forth. As such, the City Manager met last year with several college and university presidents and local company CEO's to identify and support the needs of the emerging workforce. Another meeting is planned soon.

Coal Plant: As you are aware, the Old Dominion Electric Cooperative temporarily suspended permitting activity for Cypress Creek pending final resolution of federal government regulations governing carbon dioxide emissions. The following is an update regarding our neighboring cities.

In Virginia Beach, members of Lynnhaven River NOW are holding one-on-one meetings with Virginia Beach City Council members to solicit feedback on a draft resolution opposing the project. Lynnhaven River NOW is a grassroots environmental organization dedicated to restoring and protecting all of the branches of the Lynnhaven River. Lynnhaven River NOW opposes construction of the Cypress Creek Coal Plant.

On May 23, 2012 Hampton City Council members heard staff presentations on the project from Hampton Roads Planning District Commission and the City of Hampton. The Council took no action at that time and will likely provide an opportunity for public comment at the June 13th Hampton City Council meeting. City Council's discussion on May 23rd included options such as monitoring the permitting process, adopting a resolution conditionally opposing the project, and/or to become politically involved in the EPA's new carbon dioxide rule. It is unlikely that Hampton will vote on a course of action until July, when new members of City Council take their seats.

Wounded Warriors Benefit Concert: Staff will work with Festevents to review options.

Poverty Commission: Staff reached out to Richmond for more information following the article in the Richmond Times-Dispatch. Staff is collecting and researching poverty data in Norfolk.

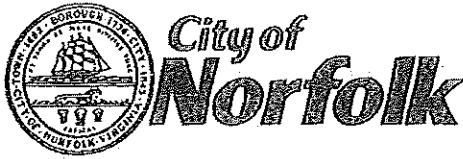
Here is additional information regarding a few zoning issues:

Fas Fuel: During the discussion on the requested Special Exception for this establishment to sell beer and wine for off-premise consumption, you expressed concerns whether the applicant notified surrounding civic leagues. The applicant indicated contact was made with the East Lynne, North Camellia Acres and Camellia Shores Civic Leagues on March 7, 2012. Subsequently, the Planning Director sent letters to the same civic leagues notifying them of the application on March 30, 2012.

Jack Quinn's: Jack Quinn's applied for a revised special exception to permit entertainment on the second floor of the establishment. The Portlock Condominium Association opposes it. During the discussion, you requested information on the number of condominium units in the building. City records indicate there are twelve (12) units in the building on the floors above Jack Quinn's.

During the May 22nd informal session, the City Manager and staff collected your questions regarding Waterside and presented those to The Cordish Company to answer at the June 5, 2012 Work Session. If you have additional thoughts feel free to contact the City Manager.

I hope you all have a wonderful Memorial Day weekend. Feel free to call me with any questions.



Inter Department Correspondence Sheet

TO: City Manager

FROM: Andy

COPIES TO: Council

SUBJECT: Arts District

September 14, 2010

Attached is an article from American Style Magazine that lists the top 25 mid-sized cities in the United States regarding art, its promotion and appreciation. What I find astonishing is that somehow we, as a city, have missed the boat on perhaps where our true future lies.

We are not Town Center or Old Towne. We have an arts district between the Wells Theater, the Selden Arcade, new library, Chrysler Hall/Museum, Scope and the Attucks. Much less we forget the Hermitage and our public art on our streets and Botanical Garden.

The future of Norfolk as an arts center puts, frankly, each of these 25 cities to shame. However, shame on us for our lack of publicizing what can be considered the most arts-friendly city in the United States.

I strongly suggest we involve our Arts Commission in discussions on how we can promote Norfolk's arts district and proceed in that direction.

Anne
210-013

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Top 25 Mid-Size Cities

MAY 2010 | BY JENNIFER CLARY | ISSUE 72, SUMMER 2010

1. St. Petersburg, Fla.



World-renowned glass artist Dale Chihuly will present his work at the Morean Arts Center in St. Petersburg, Fla.

In the gold position for the first time, the Sunshine City can now boast about more than its standard 360 days of sun a year. The arts are everywhere in St. Petersburg, from world-renowned institutions, such as the under-construction Salvador Dali Museum (opening

Jan. 11, 2011) and the newly expanded Museum of Fine Arts, to the private art galleries that line its downtown streets. Resident Melody Delaney notes, "St. Petersburg has a unique and vibrant arts scene. Whether it be visual or performance art, the city deserves more credit than it's often given." With the community's continuing strides in developing its art scene, St. Pete could enjoy a place at the top for years to come.

An example of the commitment to grow its artistic influence can be seen in the expansion and presentation of a new permanent exhibit at the Morean Arts Center. Beginning July 4, the Morean will present a gallery of works by famed glass artist Dale Chihuly. The "Chihuly Collection," featured at the center's new 10,000-square-foot space, will present works from throughout the glass pioneer's career. Along with this collection, the Morean will also be opening a 4,000-square-foot Glass Studio & Hot Shop that will provide furnaces, kilns, studio space and seating for visitors to watch glass artists at work. Opening in early June, this exciting addition is expected to be a new home to artists across the state.

2. New Orleans, La.



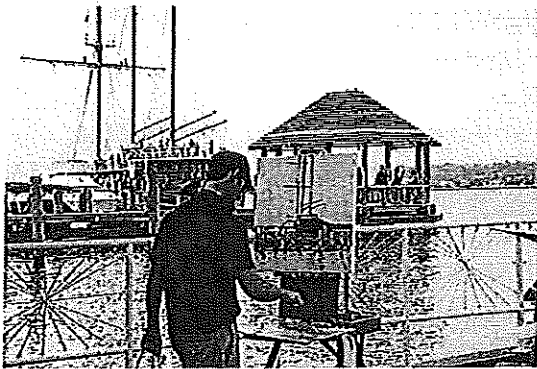
Shannon Landis Hansen's "Still Standing" is one of the 19 commissions completed by New Orleans artists who were displaced by Hurricane Katrina.

The Big Easy moseyed its way into the top three for the first time since Hurricane Katrina in 2005. The runner-up has worked hard to revitalize the city after the disaster, and art has made a considerable impact on the new New Orleans.

"Artists were the first to return to our city after Katrina," says Lindsay Glatz, director of marketing and communications for the Arts Council of New Orleans. Upon their return, the art scene grew and expanded, as it continues to do five years later. Reader Sharon Fronabarger of New Hope, Pa., states, "New Orleans is more than a place to go for partying and great food; it is also a center for art and music."

In order to beautify areas affected by Hurricane Katrina, the Arts Council of New Orleans, funded by the Joan Mitchell Foundation, created the "Art in Public Places" program. Twenty artists working in different mediums each received \$25,000 to create original artwork and help rebuild their artistic careers. Aimed specifically at artists from Louisiana and Mississippi, the program has inspired many works with themes of hope, such as Shannon Landis Hansen's "Still Standing," and pieces honoring nature's powers, like Sally Heller's "Scrap House." The 19 completed commissions have become a fixture in New Orleans.

3. Alexandria, Va.



Artist and Art League instructor Fred Markham participated in "Paint" Alexandria 2009. Credit: Erica Fortwengler

A newcomer to the top five, the historic city of Alexandria has recently been getting noticed as an arts destination. Located across the Potomac River just six miles from Washington, D.C., the city is making a name for itself with art festivals, events and galleries. "There is art everywhere—outdoors in the parks and streets, museums that

are free or low cost, a multitude of galleries and, of course, the wonderful Torpedo Factory," says resident Mary Anne Weber. "Art is woven into the fabric of everyday life."

On June 19, The Art League, a nonprofit visual arts organization and school, presents "Paint" Alexandria 2010. This annual, free event is for artists and art lovers of all mediums, backgrounds and skill levels. The plein air affair allows visitors to explore and interpret Alexandria's oldest and most historic district with guidance from Art League instructors. Over the day, there will be numerous sessions where artists can participate as much or as little as they please, while the general public is encouraged to watch them at work.

4. Chattanooga, Tenn.



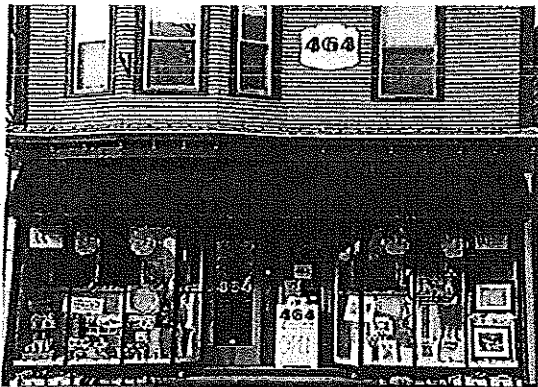
"Jellies: A Living Art" is at the Tennessee Aquarium in Chattanooga through May 2011.

Chattanooga is a city that simply lives and breathes art. Formerly referred to as the "dirtiest city in America," the Scenic City has made a huge effort to clean up its image, with the help of

artists. "Chattanooga has made wonderful strides in supporting and advancing the arts in a mid-size city," says Jenny Shugart of her hometown. "It is a good example of what other cities its size can do to promote the arts." Through ArtsMove, an artist relocation program, artists have been transforming formerly abandoned buildings into new galleries and studios. With three distinct arts districts in the city, there is something for everyone.

The Hunter Museum of American Art and the Tennessee Aquarium have come together to showcase jellyfish alongside amazing glass sculptures they inspired. "Jellies: A Living Art" presents the work of four acclaimed glass artists, plus six species of jellyfish, at the aquarium through May 2011. Guests can admire the works while listening to artists describe their pieces in an audio tour. Linked to the aquarium by a corridor, the Hunter Museum offers more glass art, featuring the work of 28 additional glass artists in their exhibit "Transformations 6" through Oct. 24.

5. Buffalo, N.Y.



464 Gallery in Buffalo, N.Y. Credit: Marcus L. Wise

Buffalo, an AmericanStyle readers' favorite, proves that the Big Apple isn't the only arts destination in New York State. "Buffalo ranks at the top for contemporary art," admires reader Marilyn Suzan of Jamaica, N.Y. "The Burchfield Penney Art Center, Buffalo Arts Studios, and a wide range of galleries are the vehicles for expression of art in various mediums. Artistic expression is appreciated, respected and

encouraged at all levels in Buffalo." With more than 50 public and private galleries, art centers and museums, Buffalo's list of amenities goes on and on.

In the past year, the number of art galleries and venues has continued to grow with the opening of four new art spaces in the city. Many of them are artist-run, like Sugar City and Nobody's Art Center—exhibition spaces that offer art, music, readings and workshops, or created by a crop of young entrepreneurs, such as The Vault, an art space featuring shows and figure-drawing workshops. Other galleries are taking advantage of this movement and expanding. Marcus Wise opened 464 Gallery in 2009 to carry work by local artists, and this May opened an additional exhibition space, Blink, in the building next door.

6. Savannah, Ga.
7. Charleston, S.C.
8. Scottsdale, Ariz.
9. Pittsburgh, Pa.
10. Ann Arbor, Mich.
11. Tampa, Fla.
12. Miami, Fla.

13. [Salt Lake City, Utah](#)
14. [Cleveland, Ohio](#)
15. [Minneapolis, Minn.](#)
16. [Providence, R.I.](#)
17. [Colorado Springs, Colo.](#)
18. [Athens, Ga.](#)
19. [Rochester, N.Y.](#)
20. [Cincinnati, Ohio](#)
21. [Raleigh, N.C.](#)
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23. [St. Louis, Mo.](#)
24. [Honolulu, Hawaii](#)
25. [Tacoma, Wash.](#)

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5. [Top 25 Small Cities](#) AmericanStyle readers weigh in on their favorite small cities...



9 Comments



[David Smotherman](#)

May 18, 2010 at 10:59 AM

Thank you to AmericanStyle and its readers for selecting Chattanooga.

ArtsMove, the Hunter and Aquarium are only the tip of the iceberg for the arts in Chattanooga.

The NorthShore, Southside and Bluff View are all packed with galleries of all like and

manner (for every taste and price range) and the City of Chattanooga has a strong public art program.

And the city supports numerous festivals and markets, including the Chattanooga Market, 4 Bridges Art Festival, Who-Fest, Art 'til Dark, Faux Bridges and the One Bridge Folk Art Fest.



Mellenie Runion

May 19, 2010 at 11:25 AM

Thank you AmericanStyle Magazine, we are thrilled to be on the list. Our city continues to grow, but we still maintain that small home town charm, deep history, and colorful arts.



Cheryl McGary

May 19, 2010 at 6:33 PM

Chattanooga's natural beauty inspires the artist in me (song writing). I never cease to be in awe when I see the panoramic view of our City while driving home. The Chattanooga Symphony & Orchestra are wonderful to me as well. In my opinion (for what it's worth) Chattanooga is a great place for an artist to live. I Praise God that I live here.



Mark McKnight

May 20, 2010 at 3:12 PM

I agree with David Smotherman; the Hunter and the Aquarium in Chattanooga are great places to start, but don't think that's all there is to see. Stop by one of the galleries on the North Shore and ask for the "gallery hop" poster. Local arts organization AVA has an annual event and produces enough map flyers to keep them around all year, and they're very helpful for finding all the various independent galleries around town.



Visionary Growth Gallery & Farm

May 21, 2010 at 1:41 AM

We're happy that our own Athens, Georgia is on the list! Visionary Growth Gallery and Farm is the longest running Athens independent gallery (17 years). We feature local, regional and national artists, and additionally we combine shows of established professional artists with artists with disabilities. We also have the world's largest collection of works by legendary folk artists Annie Wellborn and Carter Wellborn. All this in a gallery on a hill on a working farm just outside Athens, GA. Ya'll come! <http://www.VisGrow.com>



Visionary Growth

May 21, 2010 at 1:47 AM

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Jessica B

May 21, 2010 at 8:56 AM

Thank you so much for choosing Buffalo, NY to be in Top Five for three years in a row! It's great that we are finally getting some positive media recognition for all the hard work we've been doing to make this a wonderful city. Now if we could only get rid of our "snow capital of the world" moniker... wishful thinking.



Kevin J. Timothy

May 21, 2010 at 1:00 PM

As a St. Pete resident I'm extremely excited to see us make number one on this list. I have to agree that everytime I go downtown it seems like a new museum or art venue is under construction. Totally surprising despite the state of our local economy. For anyone that plans to visit soon, make it your business to check out the waterfront Museum of Fine Arts. You can still smell the fresh paint...lol



Erin Groover

June 16, 2010 at 5:01 PM

What a great list of cities, As a Realtor in the Athens area I'm excited to see the city on the list. There is such a vibrant artist community in the city and in smaller communities beyond. Music is often a major attraction though there are a lot of other artistic attractions. One of my favorite things about the city other than music is the southern eclectic charm that you find in many older and well renovated historic homes. Thanks for including Athens though I think we deserved a higher ranking



Trackbacks

1. [Tweets that mention AmericanStyle Magazine | Top 25 Mid-Size Cities -- Topsy.com](#)
2. [St Petersburg #1 mid size city - Tampa Bay - Florida \(FL\) -Tampa - St. Petersburg - Clearwater - City-Data Forum](#)
3. [St Petersburg #1 mid size city - Tampa Bay - Florida \(FL\) -Tampa - St. Petersburg - Clearwater - City-Data Forum](#)
4. [Why we love St. Pete – The Arts | The Rent Depot's Blog](#)
5. [Why We Believe in Buffalo and Why You Should Too « ArrowGram](#)

3. [Chihuly Collection Coming to St. Petersburg | Smith and Associates Blog](#)

7. [DC's unexpected gem: Fashion Boutiques in Old Town Alexandria | i spy things DC](#)
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COUNCIL REFERRAL RESPONSE

To: Councilman Andrew Protopgyrou
From: City Manager
Date: December 14, 2010

Subject: Promotion of Norfolk's Art District

Issue: Councilman Protopgyrou inquired about the City better identifying and marketing an Arts District within the City.

Staff Response:

What is an Arts District?

An Arts District is a demarcated urban area intended to create a critical mass of places of cultural consumption - such as art galleries, dance clubs, theatres, art cinemas, music venues and public squares for performances. Some municipalities create policy to offer direct tax incentives to private development for placing public artwork or relocating galleries or arts-based industries within a designated area. The Commonwealth of Virginia passed legislation [§ 15.2-1129.1. creation of arts and cultural district (HB 1735)] in 2008 allowing Virginia cities to create such Arts and Cultural Districts.

Prevailing Practices

Jurisdictions around the country have created varying types of Arts and Cultural Districts, most exclusively used as a revitalization tool. They are commonly found in failing downtown districts or post-industrial areas. The occurrence of these districts in areas of high property values or rents is rare. A trend seen nationally is the tendency of jurisdictions to turn the marketing and management of Arts Districts over to a local non-profit group and provide them some level of funding for the effort.

While Arts and Cultural Districts generally have these linking characteristics, they vary widely in the economic and regulatory incentives they offer. Some incentives include reduction of permit fees, user fees, income tax credits, property tax credits, modified zoning; subsidize, build or renovate structures, homebuyer purchase incentives programs for artists or reduction of business, meal or admission taxes.

Dallas, Texas - The Dallas Arts District is home to the city's leading visual and performing arts institutions. Boston consultants Carr-Lynch hired in the 70s by the city recommended that Dallas relocate its major arts institutions from different parts of the City to the northeast corner of downtown. This started a strong public/private partnership that has operated for the past 30 years. The City made a long-term commitment to provide 80% of the land and 60% of the building costs to relocate arts and cultural organizations to the district. The City

of Dallas owns each building they contributed to and now provides utilities and maintenance to them and is responsible for some of their programming.

Houston, Texas - The Houston Museum District began as a grassroots community movement in 1977 with a concept to create a pedestrian-friendly district with the Museum of Fine Arts as its core. A Museum District Development Association of Houston proposed a multi-phase plan to beautify and make more pedestrian-friendly the area. Originally, funding was completely based on member dues and members' donations. After some success Hotel Occupancy Tax funds were earmarked from the City of Houston.

Portland, Oregon - Portland's Downtown District (PDD) is a not-for-profit organization funded by a tax assessment on property within the boundaries of the District. Land use, zoning codes and early commitment to public art, preservation of historic buildings, green economic policies, and light rail have contributed to Portland's cultural success. Interestingly, a plethora of alternative papers has been touted as a major cause for success of Portland's arts district.

Harrisonburg, Virginia -The City of Harrisonburg is the first jurisdiction in Virginia to create a formal Arts and Cultural District and to provide economic and regulatory flexibilities. The Municipality provides economic incentives and regulatory flexibilities such as property tax credits, admissions tax exemption, 3-year gross receipts tax exemption, flexible zoning allowance, and some grant funding to artists and qualified arts organizations operating within the Arts and Cultural District.

The Coordinator of the Harrisonburg Downtown Renaissance (the non-profit group spearheading the redevelopment of the downtown District) reports that these economic incentives have not been as helpful in attracting artists as has the City's role in creating a "buzz" or placing a clear value on the role of art and artists in the community. In speaking with local artists, the feeling is that they want to be around other artists in a community that values and supports them, regardless of the economic incentives offered.

Other Virginia cities have formed official arts and cultural districts since the economic downturn. They are Staunton in October 2009, Blacksburg and Bristol most recently in September 2010.

What has Norfolk done to date?

The City has not created a formal district in terms of tax incentives, but over the years has worked to maintain our reputation as the arts and cultural center of the Hampton Roads region through an arts destination center ("place-making"), programming and financial support, and marketing of the arts.

- Arts Destination Center

The City of Norfolk has clustered its Arts and Cultural facilities downtown and includes Scope, Opera House, Chrysler Museum, Chrysler Hall, Attucks, and Wells Theater. The most recent relocation was the d'Art Center into the former Selden Arcade building and the City's partnering with the Virginia Arts Festival to construct their new building. Creating more coordinated visual way finding and signage is one area that the City continues to evaluate for enhancements.

- Programming and Financial Support

The City has also worked closely with programming organizations such as FestEvents, the Virginia Arts Festival, the Virginia Opera, the Virginia Symphony and the Virginia Stage Company. Through the Arts and Humanities Commission the City financially supports a variety of non-profit arts organizations.

- Marketing

Through the efforts and vision of the City and many other organizations, downtown Norfolk is an Arts District. There has been some success to market downtown Norfolk as the cultural center of Hampton Roads. The Downtown Norfolk Council, the Virginia Arts Festival, Visit Norfolk, Seven Venues, FestEvents and the public relations organization Life Celebrated Daily have worked to create joint calendars and marketing efforts. A website NowPlayingVA.org has been established and is now housed with WHRO. The website is not specific to a downtown Norfolk arts district but advertises individual events from all of Hampton Roads.

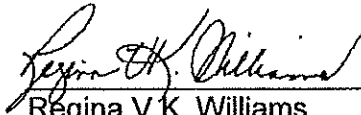
Conclusion

Norfolk has been successful in defining a portion of its Downtown as a Central City Arts and Cultural District through the creation of signage and marketing. And therefore it is not necessary to go to a formal Arts District with tax incentives in the Downtown area and would have the drawback of lost tax revenue.

It should be noted however that from time to time there have been discussions about the concept of an Arts District that is smaller in scale for emerging artists on either 35th Street or a portion of Church Street. But these discussions have not resulted in actively pursuing this concept.

By commitment and vision to the arts, Norfolk has created an ad hoc Arts and Cultural District in Downtown. It is recommended that City Council have a follow up discussion to determine if, and what else it may desire as it relates to establishing any formal Arts District that goes beyond current efforts. The staff stands ready to respond.

Status/Disposition: Complete. Awaiting any further direction from City Council.



Regina V.K. Williams
City Manager

Distribution:

City Council
Anne Odell, Assistant City Manager
John Rhamstine, Director, Cultural Facilities, Arts and Entertainment

Council Referral No. P-10-013 Date of Referral: September 14, 2010

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